IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A method for tracking and reporting traffic activity on a web site comprising the steps of:

storing a web page on a first server coupled to a wide area network, said web page having web page code and data mining code including a cookie processing script;

uploading the web page to a visitor computer responsive to a request over the wide area network from the visitor computer;

operating the data mining code on the visitor computer to obtain web browsing data; and

operating the cookie processing script at the visitor computer on the web browsing data to obtain new cookie values; and

storing the new cookie on the visitor computer including the new cookie values.

2. (Original) The method of claim 1, further comprising the step of receiving the new cookie values at a second server.

3. (Original) The method of claim 2, further including the steps of:

attaching the new cookie values to an image request associated with a designated URL source; and

sending the image request to the URL source.

4. (Original) The method of claim 3, further including the step of decoding the new cookie values to obtain the web browsing data.

5. (Original) The method of claim 3, further including the steps of:

compiling the web browsing data into a web page traffic report; and

posting the report for viewing over the wide area network.

6. (Original) The method of claim 1, wherein the step of generating a new cookie includes the step of operating the cookie processing script on an old cookie associated with the web page and previously stored on the visitor computer.

7. (Original) The method of claim 6, further including the step of overwriting the old cookie with the new cookie.

8. (Original) The method of claim 1, further including the steps of:

detecting that an old cookie exists on the visitor computer associated with the web site;

tracking events on the visitor computer;

processing the old cookie using cookie processing code in view of the tracked events to obtain new cookie values; and

replacing the old cookie values with the new cookie values.

9. (Original) A method for analyzing activity on a web page of a web site comprising the steps of:

embedding data mining script within a web page;

embedding cookie processing script within the web page;

sending the web page to a client node;

operating the data mining script on the client node;

operating the cookie processing script on the client node; and

returning data resulting from the operation steps.

10. (Original) The method of claim 9, wherein the step of operating the cookie processing script on the client node includes:

reading a cookie value from the client node;

tracking events on the client node;

processing cookie value based on the tracked events to obtain a new cookie value; and

writing a new cookie value to the client node.

11. (Original) The method of claim 9, wherein the step of returning data includes the steps of:

embedding data within an image request associated with a designated URL source; and

sending the image request to the URL source.

12. (Original) The method of claim 11, further including the steps of:

compiling the data into a web page traffic report; and

posting the report for viewing over the wide area network.

13. (Cancelled)